

# THE WAY TO WIN A WOMAN

has been man's most interesting but elusive study since Adam sighed for Eve. WE make a business of it and gain new conquests every day. Our method is so simple that it's GREAT, viz: We sell cotton for cotton, wool for wool, this season's styles this season, and when a bargain appears on the horizon, we're after it hot foot and never fail to divide the profits with customers.

## Receiving

More Dry Goods for our Money this Fall than ever, consequently we are

## Giving

More DRY GOODS for the Money Than ever!

We refrain from advertising an article say for 50 cents worth 98—or \$1.00 worth \$1.50, for the reason that it is NOT BELIEVED by people who THINK, as we heard of a lady who once remarked, "It makes me angry to go to a store and have a clerk say this is 50c marked down from 75c. I don't care what it WAS but what it IS worth. It makes me think the clerk thinks me a fool and I certainly feel it so." Our mission as Dry Goods people is to PLEASE not OFFEND.

Take UNDERWEAR for instance, never in the history of our business have we been able to offer such values.

### These Offerings Prove It.

Ladies' Undervests and Pants, Jersey Ribbed, FLEECED, crocheted neck at ..... 25c each

Ladies' Undervests and Pants, Jersey Ribbed, Fleece, Silk finish, Grey Mix and Egyptian, a superior article

B. E. J. Ladies Undervests and Pants, made of fine combed cotton, extra heavy Fleece, silk finish, Drawers have the new French yoke—very warm

We also have the Old Kind, New Shaped, Felt Underwear for Ladies in Camel Hair and Gray

Children's Camels Hair Underwear 45 to 75 cents each, Children's Vests and Pants 25, 35 and 50 cents each.

Ladies' Wool Underwear and Pants, soft, fine and warm. We sold this same quality last season at \$1.25. We can sell it this season at \$1.00 garment.

Ladies' Union Suits made by the same manufacturer. They will not shrink, are full sized and Satisfactory.

We sold them at \$2.50 last season. Can sell them this season

A saving of 75c and \$1.00 suit.

Ladies' Cotton Union Suits at 50, 75, \$1.00, \$1.25 and \$1.50.

CHILDREN'S UNION SUITS, All sizes, 50c, 75c, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50, \$7.00, \$7.50, \$8.00, \$8.50, \$9.00, \$9.50, \$10.00, \$10.50, \$11.00, \$11.50, \$12.00, \$12.50, \$13.00, \$13.50, \$14.00, \$14.50, \$15.00, \$15.50, \$16.00, \$16.50, \$17.00, \$17.50, \$18.00, \$18.50, \$19.00, \$19.50, \$20.00, \$20.50, \$21.00, \$21.50, \$22.00, \$22.50, \$23.00, \$23.50, \$24.00, \$24.50, \$25.00, \$25.50, \$26.00, \$26.50, \$27.00, \$27.50, \$28.00, \$28.50, \$29.00, \$29.50, \$30.00, \$30.50, \$31.00, \$31.50, \$32.00, \$32.50, \$33.00, \$33.50, \$34.00, \$34.50, \$35.00, \$35.50, \$36.00, \$36.50, \$37.00, \$37.50, \$38.00, \$38.50, \$39.00, \$39.50, \$40.00, \$40.50, \$41.00, \$41.50, \$42.00, \$42.50, \$43.00, \$43.50, \$44.00, \$44.50, \$45.00, \$45.50, \$46.00, \$46.50, \$47.00, \$47.50, \$48.00, \$48.50, \$49.00, \$49.50, \$50.00, \$50.50, \$51.00, \$51.50, \$52.00, \$52.50, \$53.00, \$53.50, \$54.00, 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